



SM-38-G

919-741-5000  
Winston-Salem, N.C. 27102

February 18, 1993

To: All Division/District Managers and Military Sales Managers

Subject: **Military Sales Manual Revisions - New NEXCOM Shelf  
Display Contract Bulletin and Plan-O-Grams**

The enclosed revised pages should be provided to all appropriate employees with NEXCOM (Navy Exchange) accounts. Please refer to your "Military Sales Manual" and replace section divider and the entire section "G" with new pages (Rev. 2/93). These pages update recent changes under NEXCOM Headquarters, Staten Island, NY.

Navy Exchanges - NEXCOM  
(Section G)

**IMPORTANT - READ CAREFULLY AND PROVIDE TO EMPLOYEES WITH  
NAVY EXCHANGES, WITHOUT DELAY.**

The new NEXCOM information bulletin includes the latest share of market data, brand rankings, current price standards by base, and new shelf display/plan-o-grams for stores A&B, C, D, E, based on NEXCOM's MSA Share Data.

New horizontal contracts were negotiated and maintained for full price and price value categories. R. J. Reynolds Tobacco Company's share will be 26% of the "full price" space allocation and 19% of the "price value" space allocation.

**NOTE:** Please refer to updated price agreement bulletin for all NEXCOM F.S.O.'s, complexes and stores to strive to resell Sterling and Magna brands' distribution at the new (\$10.50 King - \$10.75 100's) price tier.

(over)

"We work for smokers."

51860 9785

Again, please provide this information to those sales representatives with NEXCOM accounts without delay. If you do not have any Navy Exchange accountabilities, add the new pages to your Military Manual, and treat this as information only.

Point of contact: Ralph Gaillard, Extension 2614

**R. J. REYNOLDS TOBACCO COMPANY**

J-5

**Attachments:**

1. New Pages (G1 - G5) (REPLACE)
2. NEXCOM Information Bulletin/Plan-O-Grams (ADD)

**NOTE:** In DM Letter SM-10-G, dated 1/11/93, Page M3 was inadvertently printed on the back of Page B9. Please copy page M3 and place in the correct section.